



G. N. Kuruc, Jr.
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FAXED

January 8, 1997

Mr. Dominick Griffo
Pathmark Stores Inc.
301 Blair Road
Woodbridge, NJ 07095

Dear Dom:

Listed below is an outline of the promotional funds available for use in your stores beginning in March 1997, as a result of your 1997 Retail Partners Contract:

RJR Fund Type	Funding Source	\$ Available
Full Price	Retail Accrual	\$ 12,000
Full Price Defense Funds	RJR Defense Program	\$ 12,000
Savings	RJR Savings Program	\$ 8,000

Throughout 1997 you will have available approximately \$ 48,000 in Retail Accrual Funds, \$ 48,000 in Full Price defense Funds, \$ 32,000 in Savings Program Funds, and \$ 35,000 in Field Sales Applied Coupons.

When participating in a "Buy Down" Program we have no provision for Co-op advertising. We can pay the usual \$.08 per unit handling allowance.

Based on the above, and the promotion schedule sent earlier, my recommendation would be to run a WINSTON "Buy Down" during March using RJR Defense Funding. Accrual Funds could be used in May for another Winston Program.

Please call me with your thoughts on this matter.

Sincerely,

Nick

G. N. Kuruc, Jr.

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